

## Claims

1. A process for the distribution of digital video products with a restriction of at least certain rights of representation and of reproduction, characterized in that it comprises:

- An initial stage of the constitution of a bank of original digital video sequences on a server inaccessible to the public, for each request made by a user,
- A stage of selection by the user of one or several sequences of this video bank, which selection stage activates
  - A modification stage producing a modified main stream in the nominal format of the original video sequence selected but whose content was modified by cutting it into two parts, the larger part of which is recorded in said modified main stream, that cannot be used on standard reading equipment, and a small part that is retained in the server within complementary digital information personalized for each user and complementary to the modified main stream,
  - A stage for the transmission of this main stream modified at the distribution site,
  - A stage for the recording of this modified main stream at the distribution site on a standardized support material, and
  - A stage for sending this complementary digital information to the user during the viewing of said modified main stream sent to the user on said material support supplied by the distributor.

2. The process for the distribution of digital video sequences according to Claim 1, characterized in that this transmission stage of this modified main stream also comprises a stage of storing digital information that identifies the distributor.

3. The process for the distribution of digital video sequences according to Claim 2, characterized in that this modified main stream contains said digital information identifying the distributor.

4. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that said support is a DVD disk.

5. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that it comprises an additional stage of reading this support by an apparatus comprising a means of identifying said user.

6. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that the selection stage is realized by the user from a personal terminal of the user communicating with the video server by a public telecommunication network.

7. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that the stage of recording this modified main stream at the distribution site is conditioned by the transmission by the user of identifying information.

8. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that the stage for the modification of the original video sequence corresponds to a processing specific to the distributor designated by the user during the selection stage.

9. The process for the distribution of digital video sequences according to the previous claim, characterized in that the server (12) is connected to a database in which each specific processing is associated with an identifier of the distributor (2) to which the resulting modified main stream is transmitted.

10. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that during the using of the physical support obtained from the distributor the user (3) establishes a connection (6) with the server (1), which sends the complementary digital information (102) as the viewing of the video stream progresses, which portion of complementary digital information (102) is stored temporarily in an input memory (31) that is a volatile memory.

11. The process for the distribution of digital video sequences according to the previous claim, characterized in that the synthesis device (35) receives the complementary digital information stored in the buffer (33) and the modified main stream stored on the disk (32) inserted in the equipment (3) via a reading buffer (34), and that the synthesis device (35) uses the information contained in the complementary digital information (102) for modifying the modified main stream in order to reconstitute a video stream identical to the original stream (11).

12. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that the stage of the modification of the original video sequence corresponds to a processing specific for each user identified during the selection stage.

13. The process for the distribution of digital video sequences according to the previous claim, characterized in that the server (12) is connected to a database in which each specific processing is associated with a user.

14. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that the device (8) records on a portable storage means the complementary digital information (102) that permits the recomposition of the original stream (11) by equipment (3) without this equipment (3) necessarily being connected to a transmission network (6), and that said physical support (23) is then connected to the interface (33) of the module (8) for the reconstitution of the original stream.

15. The process for the distribution of digital video sequences according to one of the previous claims, characterized in that the client equipment comprises a counter of the number of possible representations.

16. A system for the distribution of digital video sequences comprising a video server for carrying out the process in conformity with at least one of the previous claims, characterized in that it also comprises at least one piece of distribution equipment comprising a means for recording a video sequence transmitted by this server on a physical support, and means for identifying a user by this video server on the one hand and the distribution equipment on the other hand.

17. The system for the distribution of digital video sequences according to Claim 16, characterized in that the distribution equipment is advantageously constituted by an automaton comprising a DVD burner and conditional means of accessing the burned DVD by the user who selected the corresponding video sequence from the video server.

18. The system for the distribution of digital video sequences according to Claim or 17, characterized in that the distribution equipment and the server are locally interconnected without a link via a telecommunication network.

19. The system for the distribution of digital video sequences according to Claim 16 or 17, characterized in that the distribution equipment comprises a means for printing an information product such as a jacket or a packing of the physical support.

20. The system for the distribution of digital video sequences according to Claim 16 or 17, characterized in that the distribution equipment is constituted by an automaton for the distribution of recording supports.